



**CHIEF**  
1800 Massachusetts Ave. NW  
2nd Floor | Washington, DC 20036  
[www.agencychief.com](http://www.agencychief.com)

# General Service Administration Professional Services Schedule (PSS)

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## FEDERAL SUPPLY SCHEDULE PRICE LIST

**CONTRACT NUMBER:** GS00F169CA

**CONTRACTOR:** Rock Creek Publishing Group Inc. (dba CHIEF)  
1800 Massachusetts Ave. NW  
2nd Floor, Washington, DC 20036

**CONTACT FOR ADMINISTRATION:** David Rinaldo, Chief Operating Officer  
202.791.0068  
[david.rinaldo@agencychief.com](mailto:david.rinaldo@agencychief.com)

**CONTRACT PERIOD:** June 11, 2015 – June 10, 2020

**BUSINESS SIZE/CLASSIFICATION:** Small, Disadvantaged, Woman-Owned

*For more information on ordering from Federal Supply Schedules, click on FSS Schedules at [FSS.GSA.gov](http://FSS.GSA.gov).*



# General Contract Information

**1A. Awarded Special Item Numbers:** 541 1-Advertising Services; 541 2-Public Relations Services; 541 3-Web Based Marketing Services; 541 4A-Market Research and Analysis; 541 4B-Video/Film Production; 541 4C-Exhibit Design and Implementation Services; 541D-Conference, Events and Trade show Planning Services; 541 4E-Commercial Photography Services; 541 4F-Commercial Art and Graphic Design Services; 541 4G-Challenges and Competition Services; 541 5-Integrated Marketing Services; 874 1- Integrated Consulting Services

**1B. Lowest Priced Model Number and Lowest Unit Price:** See pricing on the following pages

**1C. Hourly Rates/Pricing:** See pricing on the following pages

**2. Maximum Order:** \$1,000,000.00

**3. Minimum Order:** \$100.00

**4. Geographic Coverage:** Domestic only

**5. Points of Production:** Same as company address

**6. Discount from List Price:** Government net prices (discounts already deducted)

**7. Quantity Discounts:** None offered

**8. Prompt Payment Terms:** Net 30 days

**9A. Government Purchase Cards Accepted Up to the Micropurchase Threshold:** Yes

**9B. Government Purchase Cards Accepted Above the Micropurchase Threshold:** Yes, will accept over \$2,500

**10. Foreign Items:** None

**11A. Time of Delivery:** Specified on the task order

**11B. Expedited Delivery:** Contact contractor

**11C. Overnight and 2-day Delivery:** Contact contractor



**11D. Urgent Requirements:** Contact contractor

**12. F.O.B. Points:** Destination

**13B. Ordering Procedures:** For supplies and services, the ordering procedures, information on blanket purchase agreements (BPAs), and a sample BPA can be found at the GSA/FSS schedule homepage ([www.fss.gsa.gov/schedules](http://www.fss.gsa.gov/schedules))

**14. Payment Address:** 1800 Massachusetts Ave. NW, Washington, DC 20036

**15. Warranty Provision:** CHIEF warrants that the items delivered hereunder are merchantable and fit for the particular purpose described in this contract

**16. Export Packing Charges, if Applicable:** N/A

**17. Terms and Conditions of Government Purchase Card Acceptance:** Contact contractor

**18. Terms and Conditions of Rental:** N/A

**19. Terms and Conditions of Installation:** N/A

**20. Terms and Conditions for Any Other Services:** N/A

**21. List of Service and Distribution Points:** N/A

**22. List of Participating Dealers:** N/A

**23. Preventive Maintenance:** N/A

**24A. Special Attributes:** N/A

**24B. Section 508 Compliance:** CHIEF offers expertise in Section 508 Compliance

**25. Data Universal Number System (DUNS) Number:** 603437377

**26. Notification regarding registration in the Central Contractor Registration (CCR) database:**  
Registered—CAGE Code 1XH42



# Company Overview

**CHIEF is a minority-owned, woman-owned small business (WOSB), we are a full-service agency with 30 years experience driving high-impact brand, technology and communication solutions. Our team of integrated experts span across strategy, creative and development teams, working together to connect constituents, build loyalty and create new possibility through targeted and enterprise level engagements.**

With rich brand, digital marketing, media, user experience and web development practice areas, we are able to accommodate all services in-house. CHIEF is continually named among the top creative firms by the Washington Business Journal for our ability to deliver on client objectives every time, regardless of scope or scale. This success is born of a love of what we do—we aren't satisfied unless we're innovating and changing the way people think.

CHIEF offers a thorough understanding of government needs and deep experience with government contracting and procurement. Government leaders rely on CHIEF for a wide range of services from individual projects to full integrated campaigns. These include:

- **Branding:** Naming, logo and identity design, tag lines, brand guidelines
- **Design:** Print, web, mobile, motion/video
- **Content Strategy & Development:** Copy writing and editing, governance, content strategy
- **User Experience Design:** Information architecture, taxonomy, process work flows, usability testing, interactive design, user persona development
- **Website & Mobile Design & Development:** Scalability, responsive design, content migration, testing, Section 508 Accessibility, Drupal and WordPress development, CMS implementation
- **Social Media & Online Marketing:** Social media strategy and advertising, search engine optimization (SEO), blogging, analytics and SEO analysis, pay per click advertising, keyword research
- **Marketing & Communications:** Challenge and prize, recruiting and retention, outreach and public awareness campaigns, public relations and public affairs, media buying
- **Program Management:** Full strategy development, planning, administration, and implementation of programs including infrastructure, governance and fiscal management



# SIN(s) Awarded

SIN	RECOVERY SIN	SIN DESCRIPTION
541-1	541-1RC	Advertising Services
541-2	541-2 RC	Public Relations Services
541-3	541-3 RC	Web Based Marketing Services
541-4A	541-4A RC	Market Research and Analysis
541-4B	541-4B RC	Video/Film Production
541-4C	541-4C RC	Exhibit Design and Implementation Services
541-4D	541-4D RC	Conference, Events and Trade Show Planning Services
541-4E	541-4E RC	Commercial Photography Services
541-4F	541-4F RC	Commercial Art and Graphic Design Services
541-4G	541-4G RC	Challenges and Competition Services
541-5	541-5 RC	Integrated Marketing Services



# Labor Category Hourly Rates

SINS	LABOR CATEGORY	YEAR 1 6/11/15 – 6/10/16	YEAR 2 6/11/16 – 6/10/17	YEAR 3 6/11/17– 6/10/18	YEAR 4 6/11/18– 6/10/19	YEAR 5 6/11/19 – 6/10/20
541-1	Communications Consultant I	\$123.06	\$126.75	\$130.55	\$134.47	\$138.51
541-2	Communications Consultant II	\$182.47	\$187.94	\$193.58	\$199.39	\$205.37
541-3	Project Manager I	\$99.46	\$102.44	\$105.52	\$108.68	\$111.94
541-4A	Project Manager II	\$127.31	\$131.13	\$135.06	\$139.12	\$143.29
541-4B	Visual/Graphic Designer I	\$106.09	\$109.27	\$112.55	\$115.93	\$119.41
541-4C	Visual/Graphic Designer II	\$127.31	\$131.13	\$135.06	\$139.12	\$143.29
541-4D	Interactive Media Specialist I	\$106.09	\$109.27	\$112.55	\$115.93	\$119.41
541-4E	Interactive Media Specialist II	\$127.31	\$131.13	\$135.06	\$139.12	\$143.29
541-4F	A/V Specialist I	\$99.46	\$102.44	\$105.52	\$108.68	\$111.94
541-4G	A/V Specialist II	\$127.31	\$131.13	\$135.06	\$139.12	\$143.29
541-5	Administrative Assistant	\$47.74	\$49.17	\$50.65	\$52.17	\$53.73



## Labor Category Descriptions

LABOR CATEGORY	DESCRIPTION
Communications Consultant I	<ul style="list-style-type: none"> <li>• 2+ years experience and Bachelor's degree (or equivalent).</li> <li>• Researches (through quantitative and qualitative methods), plans and executes complex marketing, public relations, branding, strategy, media buying and communications projects with multiple deliverables.</li> <li>• Recommends solutions including the development of communications strategies, marketing plans, training programs, curricula, media buys, public relations campaigns and other learning initiatives.</li> <li>• Strategizes, develops, writes and edits content for a variety of print and web communication vehicles according to set standards regarding order, clarity, conciseness, style and terminology.</li> <li>• Reads from scripts and speaks into the microphone as film is being projected, timing comments to fit action portrayed.</li> <li>• Converts and translates written material from one or more source languages into the target language (e.g., Spanish, French, Russian, German, Italian, Arabic, Japanese, Chinese, Portuguese).</li> <li>• Researches, plans, writes and edits multimedia/interactive, train-the-trainer and instructor-led/classroom-based training programs.</li> </ul>
Communications Consultant II	<ul style="list-style-type: none"> <li>• 6+ yrs. experience and Bachelor's degree (or equivalent).</li> <li>• Researches (through quantitative and qualitative methods), plans, executes and provides creative insight throughout complex marketing, public relations, branding, strategy, media buying and communications projects with multiple deliverables.</li> <li>• Recommends and oversees the implementation of solutions including the development of communications strategies, marketing plans, training programs, curricula, media buys, public relations campaigns and other learning initiatives.</li> <li>• Strategizes, develops, writes and edits content for a variety of print and web communication vehicles according to set standards regarding order, clarity, conciseness, style and terminology.</li> <li>• Converts and translates written material from one or more source languages into the target language (e.g., Spanish, French, Russian, German, Italian, Arabic, Japanese, Chinese, Portuguese, etc.).</li> <li>• Researches, plans, writes, edits and oversees multimedia/interactive, train-the-trainer, and instructor-led/classroom-based training programs.</li> </ul>



LABOR CATEGORY	DESCRIPTION
	<ul style="list-style-type: none"><li>Provides key understanding of competitive landscapes through an understanding of the strategic communications landscape, emerging technology, business trends, established competitors, etc.</li></ul>
Project Manager I	<ul style="list-style-type: none"><li>2+ yrs. experience and Bachelor's degree (or equivalent).</li><li>Serves as client point of contact on project progress from start to completion.</li><li>Maintains project schedules, provides estimates, coordinates with print and other vendors, makes copies of scripts, and manages the transportation of video crew and equipment.</li><li>Coordinates personnel to ensure they perform their jobs effectively; control their costs; achieve quality standards; maximize weekly billings; and control schedules, job-related costs, and materials.</li><li>Manages the successful planning, coordination and communication of all conference activities including travel logistics, materials shipping, event reservation, etc.</li></ul>
Project Manager II	<ul style="list-style-type: none"><li>5+ yrs. experience and Bachelor's degree (or equivalent).</li><li>Serves as client point of contact on project progress from start to completion by maintaining project schedules, providing estimates and coordinating with print and other vendors.</li><li>Coordinates personnel to ensure they perform their jobs effectively; control their costs; achieve quality standards; maximize weekly billings; and control schedules, job-related costs, and materials.</li></ul>
Visual/Graphic Designer I	<ul style="list-style-type: none"><li>2+ years experience and Associates degree (or equivalent).</li><li>Prepares design files for print and web production including creating films, custom illustrations, blue lines, and match prints; providing file layout to fit presses; and correcting errors in print-ready files (e.g., missing images and fonts, color-correcting, photograph manipulation, etc.).</li><li>Performs all aspects of computer-based design, layout and production for printed materials (brochures, posters, fliers, reports, magazines, etc.), websites, electronic documents (e-newsletters, banner ads, etc.) and booth displays.</li><li>Involved with the planning, coordination and control of production processes to ensure the correct amount is produced at the right cost and at the right level of quality.</li><li>Knowledgeable of Flash, Adobe Illustrator, Photoshop, InDesign, PowerPoint, etc.</li></ul>



LABOR CATEGORY	DESCRIPTION
Visual/Graphic Designer II	<ul style="list-style-type: none"> <li>• 5+ years experience and Bachelor's degree (or equivalent).</li> <li>• Prepares design files for print and web production including creating films, custom illustrations, blue lines, and match prints; providing file layout to fit presses; correcting errors in print-ready files (e.g., missing images and fonts, color-correcting, photograph manipulation, etc.); and conducting quality assurance checks.</li> <li>• Performs and oversees all aspects of computer-based design, layout and production for printed materials (brochures, posters, fliers, reports, magazines, etc.), websites, electronic documents (e-newsletters, banner ads, etc.), and booth displays.</li> <li>• Manages creative projects from concept to completion, translates marketing objectives into creative strategies, and directs the creative team in the production of advertising, public relations, outreach and marketing collateral.</li> <li>• Knowledgeable of Flash, Adobe Illustrator, Photoshop, InDesign, PowerPoint, etc.</li> </ul>
Interactive Media Specialist I	<ul style="list-style-type: none"> <li>• 2+ yrs. experience and Bachelor's degree (or equivalent).</li> <li>• Assists in the production of a television program or film by contributing to the content of a production, and suggesting topics and themes.</li> <li>• Plans, designs, builds and manages web development including web-based applications, multimedia elements and interactive animations.</li> <li>• Creates graphic effects that enrich multimedia products including narration, 3D animation and sound effects.</li> <li>• Expert knowledge in Photoshop, Illustrator, PowerPoint, Flash, and Dreamweaver with an understanding of HTML, dynamic HTML, and ActionScript, Dreamweaver, JavaScript, XML, SQL, PHP, Drupal, WordPress CGI and .NET.</li> <li>• Creates, measures, analyzes, optimizes and deploys highly effective online marketing programs including e-mail campaigns, keyword research, blogs, online advertising, search engine marketing (SEM)/search engine optimization (SEO), etc.</li> </ul>
Interactive Media Specialist II	<ul style="list-style-type: none"> <li>• 5+ yrs. experience and Bachelor's degree (or equivalent).</li> <li>• Plans, designs, builds, manages and oversees web development including web-based applications, multimedia elements, and interactive animations.</li> <li>• Expert knowledge in Photoshop, Illustrator, PowerPoint, Flash and Dreamweaver with an understanding of HTML, dynamic HTML, and ActionScript, Dreamweaver, JavaScript, XML, SQL, PHP, Drupal, WordPress, CGI and .NET.</li> <li>• Creates, measures, analyzes, optimizes, deploys and oversees highly effective online marketing programs including e-mail campaigns, keyword research, blogs, online advertising, search engine marketing (SEM)/search engine optimization (SEO), etc.</li> </ul>



LABOR CATEGORY	DESCRIPTION
	<ul style="list-style-type: none"> <li>Writes, edits, trouble-shoots and oversees programming for websites and HTML documents to function with all commonly used browsers (Safari, Internet Explorer, Mozilla Firefox, etc.).</li> <li>Conducts rehearsals and directs activities of cast, photographers, and technical crews during final rehearsals and final filming of videos through working with scenery, lights, props, music, costumes, etc.</li> <li>Determines treatment and scope of productions, establishes operating budgets, selects cast members, reviews filmed scenes, and approves final editing of filmed productions.</li> </ul>
A/V Specialist I	<ul style="list-style-type: none"> <li>2+ yrs. experience and Associates degree (or equivalent).</li> <li>Controls video console to regulate transmission of television scenes, including test patterns and black-and-white or color telecasts.</li> <li>Conducts video shooting in line with cinematographer's instructions.</li> <li>Photographs events, locations, people and other illustrative or educational material for use in publications or videos, using still cameras.</li> <li>Travels to assigned locations and takes pictures, as well as develops negatives and printing film</li> </ul>
A/V Specialist II	<ul style="list-style-type: none"> <li>5+ yrs. experience and Bachelor's degree (or equivalent).</li> <li>Films motion pictures, videos, television shows and commercials.</li> <li>Assembles raw footage in preparation for inputting into the computer.</li> <li>Inputs uncut rushes and sound, and synchronizes and stores them into files on the computer.</li> <li>Assembles the final product from the raw camera footage, dialog, sound effects and graphics.</li> </ul>
Administrative Assistant	<ul style="list-style-type: none"> <li>2+ yrs. experience and Associates degree (or equivalent).</li> <li>Provides exceptional customer service.</li> <li>Responsibilities include general filing, typing, data entry, copying and printing.</li> <li>Manages print projects by obtaining estimates, sending print-ready files to printer, ordering printer supplies, and coordinating delivery and schedule with the printer.</li> <li>Orders quantities of materials used in video production and schedules their delivery.</li> </ul>



# Labor Category Hourly Rates

SIN	LABOR CATEGORY	PRICE
874-1	Subject Matter Expert (SME)	\$212.50
	Consultant	\$130.50
	Sr. Consultant	\$193.50
	Sr. Branding Consultant	\$212.50
	Sr. Strategy Consultant	\$212.50
	Visual/Graphic Designer	\$112.50
	Sr. Visual/Graphic Designer	\$135.00
	Writer	\$101.85
	Project Manager	\$112.50
	Administrative Assistant	\$44.55



## Labor Category Descriptions

LABOR CATEGORY	DESCRIPTION
Administrative Assistant	<ul style="list-style-type: none"><li>• 1+ years of experience and Associates degree.</li><li>• Balances and prioritizes work to ensure critical items are addressed.</li><li>• Produces high-quality deliverables while working within budget and meeting deadlines.</li><li>• Assists in the identification, assessment and resolution of issues and problems.</li><li>• Provides exceptional customer service. Responsibilities include general filing, typing, and data entry, copying and printing.</li></ul>
Consultant	<ul style="list-style-type: none"><li>• 3+ years of experience and Bachelor's degree.</li><li>• Works with clients to uncover, assess and solve employee-focused and organizational- based business challenges.</li><li>• Uncovers impediments to productivity, efficiency and effectiveness.</li><li>• Conducts assessments and needs analyses to identify root causes.</li><li>• Based on assessments/analyses, recommends customized solutions that will address critical problems.</li><li>• Implements solutions including, but not limited to, the development of communications strategies, training programs and curriculum, and other learning initiatives.</li></ul>
Project Manager	<ul style="list-style-type: none"><li>• 3+ years of experience and Bachelor's degree.</li><li>• Manages projects from inception to completion.</li><li>• Manages the day-to-day execution of client engagements.</li><li>• Serves as a point of contact for clients about project progress.</li><li>• Assists in the coordination of personnel to ensure they perform their jobs effectively, controlling their costs, achieving quality standards, maximizing weekly billings, and controlling schedules and materials.</li></ul>
Sr. Branding Consultant	<ul style="list-style-type: none"><li>• 10+ years of experience and Master's degree.</li><li>• Serves as branding consultant for originating concepts and initial concepts.</li><li>• Helps communicate concept approaches to clients.</li><li>• Collaborates with staff to integrate all efforts and client feedback into an effective and cohesive branding solution.</li><li>• Provides creative insight throughout the project.</li><li>• Assumes the conceptual lead on especially challenging work.</li><li>• Assures a consistently high-level of work performed by the company.</li></ul>



LABOR CATEGORY	DESCRIPTION
Sr. Consultant	<ul style="list-style-type: none"> <li>• 8+ years of experience and Bachelor's degree.</li> <li>• Possesses mastery of organizational-based business challenges.</li> <li>• Works at a senior level to uncover impediments to productivity, efficiency, and effectiveness.</li> <li>• Functions as initial architect and ongoing quality assurance for project work.</li> <li>• Oversees the implementation of solutions including, but not limited to, the development of communications strategies, training programs and curriculum, and other learning initiatives.</li> </ul>
Subject Matter Expert (SME):	<ul style="list-style-type: none"> <li>• 10+ years of experience and Bachelor's degree.</li> <li>• Develops customized organizational and marketing solutions to meet client needs.</li> <li>• Engages clients in problem solving, questioning, listening and solutions identification.</li> <li>• Translates organizational concerns into communications solutions.</li> <li>• Provides key understanding of competitive landscapes. Understands the strategic communications consulting landscape, emerging technology and business trends, established competitors and emerging companies.</li> <li>• Leads team members in defining project objectives, scope and deliverables; assesses resource needs.</li> <li>• Architects organizational strategies to ensure all creative work is focused on achieving client objective.</li> </ul>
Sr. Strategy Consultant	<ul style="list-style-type: none"> <li>• 10+ years of experience and Master's degree.</li> <li>• Interacts and confers with client frequently regarding specific work efforts, including seeking regular feedback and input from client on deliverables.</li> <li>• Demonstrates superior ability to develop, write and edit copy for a variety of communication vehicles including the web.</li> <li>• Displays outstanding understanding of the integration of words, images and functionality across a broad spectrum of communications materials.</li> <li>• Shows knowledge of a variety of strategic communication concepts, practices, and procedures.</li> <li>• Has the ability to conduct research, interview, and offer creative ideas.</li> </ul>



LABOR CATEGORY	DESCRIPTION
Sr. Visual/Graphic Designer	<ul style="list-style-type: none"><li>• 8+ years of experience and Bachelor's degree.</li><li>• Performs all aspects of computer-based design and production.</li><li>• Can create designs for printed materials, websites, electronic documents or displays.</li><li>• Has the ability to produce layouts, create illustrations, manipulate photographs, and perform all other necessary tasks in executing final designs.</li><li>• Provides high-level technical input and conducts quality assurance.</li></ul>
Visual/Graphic Designer	<ul style="list-style-type: none"><li>• 4+ years of experience and Bachelor's degree.</li><li>• Performs all aspects of computer-based design and production.</li><li>• Can create designs for printed materials, websites, electronic documents or displays.</li><li>• Has the ability to produce layouts, create illustrations, manipulate photographs, and perform all other necessary tasks in executing final designs.</li></ul>
Writer	<ul style="list-style-type: none"><li>• 5+ years of experience and Bachelor's degree.</li><li>• Demonstrates superior ability to develop, write and edit copy for a variety of communication vehicles including the web.</li><li>• Displays outstanding understanding of the integration of words, images and functionality across a broad spectrum of marketing and communications materials.</li><li>• Has ability to conduct research, interview and offer creative project solution ideas.</li></ul>



# Service Contract Act

The Service Contract Act (SCA) is applicable to this contract and it includes SCA applicable labor categories. The prices for the cited SCA labor categories are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCA matrix. The prices offered are in line with the geographic scope of the contract (i.e., nationwide).

SCA ELIGIBLE LABOR CATEGORY	SCA EQUIVALENT CODE	WAGE DETERMINATION No.
Administrative Assistant	01020 Administrative Assistant	2005-2103



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